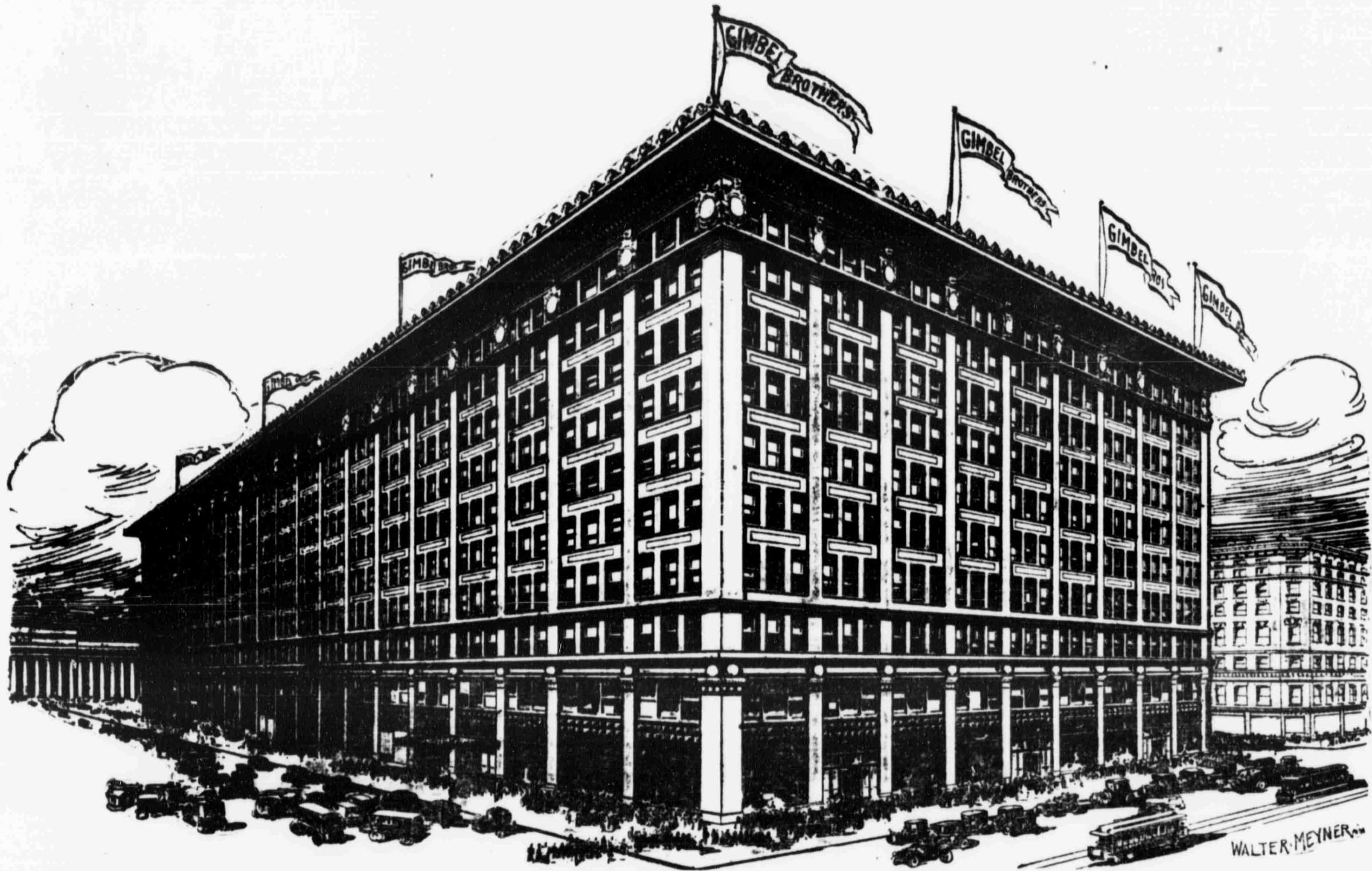


GIMBELS



The Realization of an Ideal

Here it stands—complete at last; awaiting only the final instructions to the salesforce and the last touches to the merchandise before its doors open.

It is the realization of five years of planning, based on sixty-eight years of actual or inherited experience. We began to dream of a store like this twenty or thirty years ago. By little and little our ideals have taken form. Five years ago we began to put them on paper. Two years ago we secured the site for the building. A year ago all that we had dreamed, hoped for and planned began to exist in stone and steel and wood.

And now it is finished!

Our feeling as we near the culmination of our preparations is one of relief—not at all of anxiety. We are glad that the work of getting ready is over. We have no fear as to the results, for we know that the work has been well done.

We believe that we have as fine a store as can be built; perhaps as fine a store as will ever be built. This is not alone our own opinion—judges free from our prejudice tell us so. Not that we claim great outward or architectural beauty; the building is simple and plain; some critics may say severely plain. But let them reserve their judgment until they see the INSIDE.

We have wasted no money in SHOW. There is no tawdry elaboration anywhere—as little inside as outwardly. The beauty of New York's new store is the beauty of simple elegance, harmony of proportion, excellence of arrangement. For all it is so big, you will find it singularly cozy and comfortable. For all its superb appointments you will find it charmingly homelike and restful. There is no cold grandeur about Gimbels.

But, after all, the point of real importance is not how fine a store this is, but how good a store it is to be. Since the announcement of our coming to New York there has been some curiosity as to who we are and what we intend to do. The curiosity is natural, proper and gratifying. The time has come to satisfy fully and frankly. The store itself will open September 29th. After that day you can best judge us by our goods and our service. But from day to day until then we ask you to let us tell you something about this store, of the principles it stands for, and the ideals and traditions that control it.

GIMBEL BROTHERS

BROADWAY
SIXTH AVENUE

NEW YORK

THIRTY-SECOND ST.
THIRTY-THIRD ST.